

### **REMARKS/ARGUMENTS**

The claims have been amended as set forth above to clarify several features associated with the claims. Applicants respectfully disagree with the rejections set forth in the current Office Action. Applicants believe that the cited references are being misinterpreted as further set forth below. Applicants respectfully reserve the right to pursue the subject matter of any of the cancelled claims in any forthcoming continuation application(s).

#### **I. Examiner Interview dated May 5, 2009**

An interview was held on May 5, 2009. The changes herein were discussed. Applicants believe that an agreement was reached that the current changes push prosecution forward over the cited reference. As understood, the current amendment is filed with a Request for Continued Examination.

#### **II. Rejection Under 35 U.S.C. § 103(a)**

Claims 1, 3-9, 11-13, 15-16, 19-24, 26-29, 31, 32, 34, 37-39, 42-47, 49 and 50 are rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 7,127,473 issued to Agassi et al. (hereinafter "Agassi") in view of U.S. Patent No. 5,859,636 issued to Pandit (hereinafter "Pandit"). Claims 17, 18, 25, 33, 40, 41, and 48 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Agassi in view of Pandit and further in view of U.S. Publication No. 2003/0007464 published to Balani (hereinafter "Balani"). Applicants respectfully disagree with the rejections. Independent claim 1 includes the following combination of features that is not taught or otherwise suggested by the cited references:

accessing a client-side application of the client device to obtain a client manipulative electronic document on the client side application;

parsing the text of the electronic document, by a persona menu application located on the client device, for a person name, wherein the persona menu application is separate from the client-side application and is configured as a dynamically linked library for accessing a plurality of different data sources related to a suite of applications;

querying, by the persona menu application, at least one user contact data source of the plurality of different data sources containing person-centric data to identify person-centric data associated with the person name;

obtaining, at the persona menu application, person-centric data associated with the person name from the at least one user contact data source;

querying, by the persona menu application, at least one subsequent data source of the plurality of different data sources containing person-centric data to identify additional person-centric data related to the person name and associated with the person-centric data obtained from the user contact data source;

obtaining, at the persona menu application, the additional person-centric data from the at least one subsequent data source, wherein a communication application for communicating with a user identified by the person name is associated with at least one member of a group comprising: the at least one user contact data source and the at least one subsequent data source;

populating, in the client-side application of the client, a data structure for the person name with the person-centric data obtained from the at least one user contact data source and the at least one subsequent data source; and

providing a graphical user interface, of the separate persona menu application, in the client-side application of the client device, wherein the graphical user interface displays the person-centric data and the additional person-centric data adjacent to the person name in the electronic document of the client-side application, wherein the graphical user interface of the separate persona menu application includes action items for facilitating communication with the user identified by the person name according to the communication application associated with the at least one member of a group comprising: the at least one user contact data source and the at least one subsequent data source.

As one example of the advantages of the above features, information that is not indicated by the person name (e.g., the name identified by the parsing) may be obtained. For example, a name may be identified. The name may be used to query a contact database to obtain a phone number and email address for the name. The contacts database may not include a work supervisor associated with the name. Furthermore, a company directory may identify employees by an email address, so a query of the company database with the name will not return any

information. However, once the contact information is obtained (which includes the email address) the directory can be queried with the email address to return the work supervisor. In this manner, the data received from each query can be leveraged for additional queries to obtain as much relevant information from the databases that are associated with the name without having to use the name as the identifier for each query. Again, as indicated above, the persona menu application is a separate application on the client device and is configured as a dynamically linked library for accessing a plurality of different data sources related to a suite of applications. This provides the persona menu application the advantage of being able to associate with a plurality of applications and a plurality of database types to provide a rich and extensible set of contact centric data associated with a name identified in a document as indicated. The independence of the separate persona menu application allows for the population and leveraging from information gathered from multiple data sources.

*Contrary to the assertion in the Office Action, Agassi does not teach the combination of “querying, by the persona menu application, at least one user contact data source of the plurality of different data sources containing person-centric data to identify person-centric data associated with the person name,” “obtaining, at the persona menu application, person-centric data associated with the person name from the at least one user contact data source,” and “querying, by the persona menu application, at least one subsequent data source of the plurality of different data sources containing person-centric data to identify additional person-centric data related to the person name and associated with the person-centric data obtained from the user contact data source.”* The Office Action cites to column 6, lines 43-65, as teaching the above features. However, the asserted reading of Agassi is incorrect. Agassi is teaching that portals may be used to populate an iView related to one or more topics. The topics of the iViews are preset by the user. When the user accesses the iView, the associated portals access the internet to obtain the data in the iView page. Agassi is teaching that the iView page can be considered a document. The Office Action points this out. However, the iView page that is used to obtain the supplemental material does not include the supplemental material when the supplemental material is obtained. Agassi specifically states that “[t]hat is, given that supplemental content is selected based on content of an iView, as explained in more detail

below, all of the content generated by code associated with the iView (that is the content of the iView) can be considered one article **for purposes of generating supplemental content therefrom.** This teaching is contrary to the assertion in the Office Action. The rest of Agassi further highlights that the iView content is used to obtain the supplemental content. Nowhere in Agassi does Agassi teach or suggest that the supplemental content is used to obtain additional supplemental content. In fact, the figures separate the panes associated with the iView and the supplemental content. Throughout the specification, the specification makes clear that the supplemental content is generated from the information associated with the portals and does not mention using the supplemental content to obtain further supplemental content. The other references do not remedy the lack of teaching in Agassi. Reconsideration is respectfully requested.

*Moreover, independent claim 1 recites that the persona menu queries at least one user contact data source to obtain person-centric data. The persona menu then queries a subsequent data source of the plurality of different data sources to obtain person-centric data related to the person name and associated with the data obtained from the contact data source.* This feature is not taught or suggested by the references. Agassi teaches that the meta data from the iView is being used to query the internet for related web documents. Neither Agassi nor the other references teach the query of a user contact data source and then a query of a subsequent data source to find information relevant to the initial query. Reconsideration is respectfully requested.

*Furthermore, independent claim 1 recites "wherein the persona menu application is separate from the client-side application and is configured as a dynamically linked library for accessing a plurality of different data sources related to a suite of applications." Applicants can find no teaching or suggestion within any of the cited references of a persona menu application that is configured as a dynamically linked library for accessing a plurality of different data sources related to a suite of applications. Again, in Agassi, the application is querying the internet. Reconsideration is respectfully requested.*

Independent claim 26 includes the following combination of features that is not taught or otherwise suggested by the cited references:

accessing a client-side application of the client device to obtain a client manipulative electronic document on the client-side application;

parsing the text of the electronic document, by a persona menu application located on the client device, for an electronic mail address associated with a person name, wherein the persona menu application is separate from the client-side application and is configured as a dynamically linked library for accessing a plurality of different data sources related to a suite of applications;

querying, by the persona menu application, at least one user contact data source of the plurality of different data sources containing person-centric data to identify person-centric data associated with the electronic mail address;

obtaining, at the persona menu application, person-centric data associated with the person name from the at least one user contact data source;

querying, by the persona menu application, at least one subsequent data source of the plurality of different data sources containing person-centric data to identify additional person-centric data related to the person name and associated with the person-centric data obtained from the user contact data source;

obtaining, at the persona menu application, the additional person-centric data associated with the person name from the at least one subsequent data source, wherein a communication application for communicating with a user identified by the person name is associated with at least one member of a group comprising: the at least one user contact data source and the at least one subsequent data source;

populating, in the client-side application of the client device, a data structure for the person name with the person-centric data obtained from the at least one user contact data source and the at least one subsequent data source;

labeling the person name in the electronic document to indicate available functionality;

upon user selection of the labeled person name, providing a graphical user interface, of the separate persona menu application, in the client-side application of the client device, wherein the graphical user interface displays the person-centric data and the additional person-centric data adjacent to the person name in the electronic document of the client-side application, wherein the graphical user

interface of the separate persona menu application includes action items for facilitating communication with the user identified by the person name according to the communication application associated with the at least one member of a group comprising: the at least one user contact data source and the at least one subsequent data source.

*Contrary to the assertion in the Office Action, Agassi does not teach the combination of “querying, by the persona menu application, at least one user contact data source of the plurality of different data sources containing person-centric data to identify person-centric data associated with the electronic mail address,” “obtaining, at the persona menu application, person-centric data associated with the person name from the at least one user contact data source,” and “querying, by the persona menu application, at least one subsequent data source of the plurality of different data sources containing person-centric data to identify additional person-centric data related to the person name and associated with the person-centric data obtained from the user contact data source.”* The Office Action cites to column 6, lines 43-65, as teaching the above features. However, the asserted reading of Agassi is incorrect. Agassi is teaching that portals may be used to populate an iView related to one or more topics. The topics of the iViews are preset by the user. When the user accesses the iView, the associated portals access the internet to obtain the data in the iView page. Agassi is teaching that the **iView page** can be considered a document. The Office Action points this out. However, the iView page that is **used to obtain** the supplemental material does not include the supplemental material when the supplemental material is obtained. Agassi specifically states that “[t]hat is, given that supplemental content is selected based on content of an iView, as explained in more detail below, all of the content generated by code associated with the iView (that is the content of the iView) can be considered one article **for purposes of generating supplemental content therefrom**.” This teaching is contrary to the assertion in the Office Action. The rest of Agassi further highlights that the iView content is used to obtain the supplemental content. Nowhere in Agassi does Agassi teach or suggest that the supplemental content is used to obtain additional supplemental content. In fact, the figures separate the panes associated with the iView and the supplemental content. Throughout the specification, the specification makes clear that the

supplemental content is generated from the information associated with the portals and does not mention using the supplemental content to obtain further supplemental content. The other references do not remedy the lack of teaching in Agassi. Reconsideration is respectfully requested.

*Moreover, independent claim 26 recites that the persona menu queries at least one user contact data source to obtain person-centric data. The persona menu then queries a subsequent data source of the plurality of different data sources to obtain person-centric data related to the person name and associated with the data obtained from the contact data source.* This feature is not taught or suggested by the references. Agassi teaches that the meta data from the iView is being used to query the internet for related web documents. Neither Agassi nor the other references teach the query of a user contact data source and then a query of a subsequent data source to find information relevant to the initial query. Reconsideration is respectfully requested.

*Furthermore, independent claim 26 recites "wherein the persona menu application is separate from the client-side application and is configured as a dynamically linked library for accessing a plurality of different data sources related to a suite of applications."* Applicants can find no teaching or suggestion within any of the cited references of a persona menu application that is configured as a dynamically linked library for accessing a plurality of different data sources related to a suite of applications. Again, in Agassi, the application is querying the internet. Reconsideration is respectfully requested.

Independent claim 34 includes the following combination of features that is not taught or otherwise suggested by the cited references:

accessing a client-side application of the client device to obtain a client manipulative electronic document on the client side application;

parsing the text of the electronic document, by a persona menu application, for a person name, *wherein the persona menu application is configured as a dynamically linked library for accessing a plurality of different data sources related to a suite of applications*;

querying, by the persona menu application, at least one user contact data source of the plurality of different data sources containing person-centric data to identify person-centric data associated with the person name;

obtaining, at the persona menu application, person-centric data associated with the person name from the at least one user contact data source;

querying, by the persona menu application, at least one subsequent data source of the plurality of different data sources containing person-centric data to identify additional person-centric data related to the person name and associated with the person-centric data obtained from the user contact data source;

obtaining, at the persona menu application, the additional person-centric data from the at least one subsequent data source;

populating, in the client-side application of the client, a data structure for the person name with the person-centric data obtained from the at least one user contact data source and the at least one subsequent data source; and

providing a graphical user interface, of the separate persona menu application, in the client-side application of the client device, wherein the graphical user interface displays the person-centric data and the additional person-centric data adjacent to the person name in the electronic document of the client-side application.

*Contrary to the assertion in the Office Action, Agassi does not teach the combination of “querying, by the persona menu application, at least one user contact data source of the plurality of different data sources containing person-centric data to identify person-centric data associated with the person name,” “obtaining, at the persona menu application, person-centric data associated with the person name from the at least one user contact data source,” and “querying, by the persona menu application, at least one subsequent data source of the plurality of different data sources containing person-centric data to identify additional person-centric data related to the person name and associated with the person-centric data obtained from the user contact data source.”* The Office Action cites to column 6, lines 43-65, as teaching the above features. However, the asserted reading of Agassi is incorrect. Agassi is teaching that portals may be used to populate an iView related to one or more topics. The topics



of the iViews are preset by the user. When the user accesses the iView, the associated portals access the internet to obtain the data in the iView page. Agassi is teaching that the iView page can be considered a document. The Office Action points this out. However, the iView page that is used to obtain the supplemental material does not include the supplemental material when the supplemental material is obtained. Agassi specifically states that “[t]hat is, given that supplemental content is selected based on content of an iView, as explained in more detail below, all of the content generated by code associated with the iView (that is the content of the iView) can be considered one article for purposes of generating supplemental content therefrom.” This teaching is contrary to the assertion in the Office Action. The rest of Agassi further highlights that the iView content is used to obtain the supplemental content. Nowhere in Agassi does Agassi teach or suggest that the supplemental content is used to obtain additional supplemental content. In fact, the figures separate the panes associated with the iView and the supplemental content. Throughout the specification, the specification makes clear that the supplemental content is generated from the information associated with the portals and does not mention using the supplemental content to obtain further supplemental content. The other references do not remedy the lack of teaching in Agassi. Reconsideration is respectfully requested.

*Moreover, independent claim 34 recites that the persona menu queries at least one user contact data source to obtain person-centric data. The persona menu then queries a subsequent data source of the plurality of different data sources to obtain person-centric data related to the person name and associated with the data obtained from the contact data source.* This feature is not taught or suggested by the references. Agassi teaches that the meta data from the iView is being used to query the internet for related web documents. Neither Agassi nor the other references teach the query of a user contact data source and then a query of a subsequent data source to find information relevant to the initial query. Reconsideration is respectfully requested.

*Furthermore, independent claim 34 recites “wherein the persona menu application is configured as a dynamically linked library for accessing a plurality of different data sources related to a suite of applications.”* Applicants can find no teaching or suggestion within any of

the cited references of a persona menu application that is configured as a dynamically linked library for accessing a plurality of different data sources related to a suite of applications. Again, in Agassi, the application is querying the internet. Reconsideration is respectfully requested.

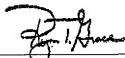
The dependent claims include features that are not taught or otherwise suggested by the cited references. Furthermore, those claims ultimately depend from the independent claims set forth above. As such, they should be found allowable for at least those same reasons.

### **III. Request for Reconsideration**

In view of the foregoing amendments and remarks, all pending claims are believed to be allowable and the application is in condition for allowance. Therefore, a Notice of Allowance is respectfully requested. Should the Examiner have any further issues regarding this application, the Examiner is requested to contact the undersigned attorney for the applicants at the telephone number provided below.

Respectfully submitted,

MERCHANT & GOULD P.C.



RYAN T. GRACE  
Registration No. 52,956  
Direct Dial: 402.344.3000

MERCHANT & GOULD P.C.  
P. O. Box 2903  
Minneapolis, Minnesota 55402-0903

